

CLAIMS

It is claimed:

1. A method of sharing directory listings via a wireless messaging system in a distributed environment using a computer network comprising:

(a) Maintaining a database including a plurality of directory listings, wherein each listing is associated with a referral phone number, at least one search term and a dynamic, controllable index;

(b) Receiving a directory assistance request in the form of a keyword from the customer;

(c) Identifying the directory listings having keyword terms generating a match with the request;

(d) Ordering the identified directory listings into a phone number result list in accordance with the values of some controllable index for the identified directory listings;

(e) Translating phone number result list into a format that is compatible with a wireless messaging standard;

(f) Transmitting the translated result list through a wireless messaging system back to the requesting customer's wireless messaging device;

(g) Enabling the receiving message device to automatically callback the directory listing provider requesting a telephone referral;

(i) Receiving the message phone callback and authenticating the caller;

- (j) Correlating the callback to a previous request and result set;
- (k) Transferring the callback phone call to the corresponding telephone referral number;
- (l) Initiating a business transaction to generate billing and revenue transactions for the paid referral.